Bill

Received: 02/19/99					Received By: kunkemd					
Wanted: As time permits				Identical to LRB:						
For: Ste	even Foti (608) 266-2401			By/Representing: Mike H.					
This file	e may be show	n to any legislat	or: NO		Drafter: kunkemd					
May Co	ontact:				Alt. Drafters:					
Subject	: Trade	Regulation			Extra Copies:					
Pre To	pic:									
No spec	cific pre topic g	iven								
Topic:										
Electro	nic email adver	tisements; warr	nings to minor	rs						
Instruc	ctions:									
		quire "spam" se oid future ads,			advertisement, provult content	vide info on h	ow to			
Draftin	ng History:									
Vers.	Drafted	Reviewed	Typed	Proofed	Submitted	Jacketed	Required			
/P1	kunkemd 03/24/99 kunkemd 04/8/99	jgeller 03/24/99 jgeller 04/8/99	jfrantze 03/25/99		lrb_docadmin 03/25/99					
/1	kunkemd 04/9/99	jgeller 04/9/99	haugeca 04/9/99		lrb_docadmin 04/9/99					
/2			martykr 04/12/99		lrb_docadmin 04/12/99	lrb_docadm 04/30/99	uin			

4/30/99 10:18:08 AM Page 2

FE Sent For:

Not peeded

Needed

<END>

Bill

Receive	ed: 02/19/99	-			Received By: kur	ıkemd			
Wanted: As time permits					Identical to LRB:				
For: Ste	even Foti (608	266-2401			By/Representing:	g: Mike H.			
This file	e may be show	n to any legislat	tor: NO		Drafter: kunkemo	d			
May Co	ontact:				Alt. Drafters:				
Subject	: Trade	Regulation							
Pre To	pic:		· · · · · · · · · · · · · · · · · · ·						
No spec	cific pre topic g	iven							
Topic:									
Electro	nic email adver	tisements; warr	nings to mino	rs					
Instruc	ctions:								
		quire "spam" se oid future ads,			advertisement, provult content	vide info on h	ow to		
Draftin	ng History:			,					
Vers.	<u>Drafted</u>	Reviewed	Typed	Proofed	Submitted	<u>Jacketed</u>	Required		
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/1	kunkemd 04/9/99	jgeller 04/9/99	haugeca 04/9/99		lrb_docadmin 04/9/99				
/2			martykr 04/12/99		lrb_docadmin 04/12/99		•		

4/12/99 3:18:42 PM Page 2

FE Sent For:

<END>

Bill

Receive	d: 02/19/99				Received By: kur	ıkemd		
Wanted: As time permits					Identical to LRB:			
For: Ste	ven Foti (608	3) 266-2401	or: NO		By/Representing: Mike H.			
This file	may be shown	n to any legislato			Drafter: kunkemo	d		
May Co	ntact:				Alt. Drafters:			
Subject:	Trade	Regulation			Extra Copies:			
Pre Top	pic:							
No spec	ific pre topic g	given						
Topic:						,		
Electron	nic email adver	rtisements; warni	ngs to minor	rs				
Instruc	tions:							
		quire "spam" sendoid future ads, and		-	advertisement, provult content	vide info on h	ow to	
 Draftin	g History:							
Vers.	Drafted	Reviewed	Typed	Proofed	Submitted	<u>Jacketed</u>	Required	
/P1	kunkemd 03/24/99 kunkemd 04/8/99	jgeller 03/24/99 jgeller 04/8/99	jfrantze 03/25/99		lrb_docadmin 03/25/99			
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FE Sent	For:			∜ ∕~. <end></end>	12			
				<cnu></cnu>				

Bill

Received: 02/19/99 Received By: kunkemd

Wanted: As time permits Identical to LRB:

For: Steven Foti (608) 266-2401 By/Representing: Mike H.

This file may be shown to any legislator: **NO**Drafter: **kunkemd**

May Contact: Alt. Drafters:

Subject: Trade Regulation Extra Copies:

Pre Topic:

No specific pre topic given

Topic:

Electronic email advertisements; warnings to minors

Instructions:

See California law: require "spam" senders to identify email as advertisement, provide info on how to respond and how to avoid future ads, and warn minors about adult content

Drafting History:

FE Sent For:

<u>Vers.</u> <u>Drafted</u> <u>Reviewed</u> <u>Typed</u> <u>Proofed</u> <u>Submitted</u> <u>Jacketed</u> <u>Required</u>

/P1 kunkemd jgeller jfrantze _____ lrb_docadmin

03/24/99 03/24/99 03/25/99 03/25/99

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Bill

Received: 02/19/99 Received By: kunkemd

Wanted: As time permits Identical to LRB:

For: Steven Foti (608) 266-2401 By/Representing: Mike H.

This file may be shown to any legislator: **NO**Drafter: **kunkemd**

May Contact: Alt. Drafters:

Subject: Trade Regulation Extra Copies:

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Topic:

Electronic email advertisements; warnings to minors

Instructions:

See California law: require "spam" senders to identify email as advertisement, provide info on how to respond and how to avoid future ads, and warn minors about adult content

Drafting History:

Vers. Drafted Reviewed Typed Proofed Submitted Jacketed Required

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FE Sent For:

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Mark -Par our conversadai. here is the California version of onk-interest abs. F wil look further at the other Spam Wills from CA. Thanks for your help-Chi Office

PTEMBER 28, 1998 6, 1998 1998 18 18 98 98 98

mpbell, Kuehl, Leach, O'Connell, Solis,

Business and Professions

ic mail. ing business in this state al, unless certain

to include the electronic mail (e-mail),

This bill would become inoperative if federal law on this subject is enacted.

Existing law provides for the regulation of advertising and provides that a violation of those provisions is a crime. This bill, by creating additional prohibitions with regard to advertising, would expand the scope of an existing crime, thereby imposing a state-mandated local program.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that no reimbursement is required by this act for a specified reason.

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 17538.4 of the Business and Professions Code is amended to read:

17538.4. (a) No person or entity conducting business in this state shall facsimile (fax) or cause to be faxed, or electronically mail (e-mail) or cause to be e-mailed, documents consisting of unsolicited advertising material for the lease, sale, rental, gift offer, or other disposition of any realty, goods, services, or extension of credit unless:

(1) In the case of a fax, that person or entity establishes a

toll-free telephone number that a recipient of the unsolicited faxed documents may call to notify the sender not to fax the recipient any further unsolicited documents.

- (2) In the case of e-mail, that person or entity establishes a toll-free telephone number or valid sender operated return e-mail address that the recipient of the unsolicited documents may call or e-mail to notify the sender not to e-mail any further unsolicited documents.
- (b) All unsolicited faxed or e-mailed documents subject to this section shall include a statement informing the recipient of the toll-free telephone number that the recipient may call, or a valid return address to which the recipient may write or e-mail, as the case may be, notifying the sender not to fax or e-mail the recipient any further unsolicited documents to the fax number, or numbers, or e-mail address, or addresses, specified by the recipient.

In the case of faxed material, the statement shall be in at least nine-point type. In the case of e-mail, the statement shall be the first text in the body of the message and shall be of the same size as the majority of the text of the message.

- (c) Upon notification by a recipient of his or her request not to receive any further unsolicited faxed or e-mailed documents, no person or entity conducting business in this state shall fax or cause to be faxed or e-mail or cause to be e-mailed any unsolicited documents to that recipient.
- (d) In the case of e-mail, this section shall apply when the unsolicited e-mailed documents are delivered to a California resident via an electronic mail service provider's service or equipment located in this state. For these purposes "electronic mail service provider" means any business or organization qualified to do business in this state that provides individuals, corporations, or other entities the ability to send or receive electronic mail through equipment located in this state and that is an intermediary in sending or receiving electronic mail.
- (e) As used in this section, "unsolicited e-mailed documents" means any e-mailed document or documents consisting of advertising material for the lease, sale, rental, gift offer, or other disposition of any realty, goods, services, or extension of credit that meet both of the following requirements:
- (1) The documents are addressed to a recipient with whom the initiator does not have an existing business or personal relationship.
- (2) The documents are not sent at the request of, or with the express consent of, the recipient.
- (f) As used in this section, "fax" or "cause to be faxed" or "e-mail" or "cause to be e-mailed" does not include or refer to the transmission of any documents by a telecommunications utility or Internet service provider to the extent that the telecommunications utility or Internet service provider merely carries that transmission over its network.
- (g) In the case of e-mail that consists of unsolicited advertising material for the lease, sale, rental, gift offer, or other disposition of any realty, goods, services, or extension of credit, the subject line of each and every message shall include "ADV:" as the first four characters. If these messages contain information that consists of unsolicited advertising material for the lease, sale, rental, gift offer, or other disposition of any realty, goods, services, or extension of credit, that may only be viewed, purchased, rented, leased, or held in possession by an individual 18 years of age and older, the subject line of each and every message shall include "ADV:ADLT" as the first eight characters.

(h)—An employer who is the registered owner of more than one e-mail address may notify the person or entity conducting business in this state e-mailing or causing to be e-mailed, documents consisting of unsolicited advertising material for the lease, sale, rental,

sep provisia

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gift offer, or other disposition of any realty, goods, services, or extension of credit of the desire to cease e-mailing on behalf of all of the employees who may use employer-provided and employer-controlled e-mail addresses.

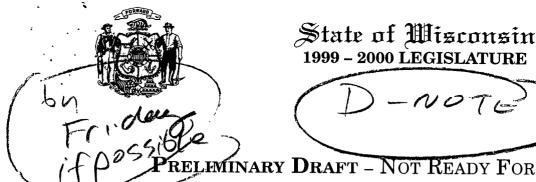
(i) This section, or any part of this section, shall become inoperative on and after the date that federal law is enacted that prohibits or otherwise regulates the transmission of unsolicited advertising by electronic mail (e-mail).

SEC. 2. No reimbursement is required by this act pursuant to Section 6 of Article XIIIB of the California Constitution because the only costs that may be incurred by a local agency or school district will be incurred because this act creates a new crime or infraction, eliminates a crime or infraction, or changes the penalty for a crime or infraction, within the meaning of Section 17556 of the Government Code, or changes the definition of a crime within the meaning of Section 6 of Article XIIIB of the California Constitution.

Notwithstanding Section 17580 of the Government Code, unless

Notwithstanding section 17580 of the Government Code, unless otherwise specified, the provisions of this act shall become operative on the same date that the act takes effect pursuant to the California Constitution.

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LRB-2290/P1

IMINARY DRAFT - NOT READY FOR INTRODUCTION

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it not possible,
call me so I to

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AN ACT ...; relating to: electronic mail solicitations.

Analysis by the Legislative Reference Bureau

This is a preliminary draft. An analysis will be prepared for a subsequent version.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

- **SECTION 1.** 134.72 (title) of the statutes is repealed and recreated to read: 2
- 134.72 (title) Telephone, facsimile and electronic mail solicitations. 3
- **SECTION 2.** 134.72 (1) (a) of the statutes is renumbered 134.72 (1) (am). 4
- SECTION 3. 134.72 (1) (ae) of the statutes is created to read: 5
 - 134.72 (1) (ae) "Electronic mail solicitation" means an unsolicited electronic mail message that is sent for the purpose of encouraging a person to purchase property, goods or services.
- 9 **Section 4.** 134.72 (2) (c) of the statutes is created to read:

134.72 (2) (c) Electronic mail solicitations.	1.	No 1	person	may	make	an
electronic mail solicitation unless the person does al	ll of	the fo	ollowing	g:		

- a. Indicates in the subject of the electronic mail message that the message is an electronic mail solicitation.
- b. Establishes and maintains a toll-free telephone number or return electronic mail address that allows the recipient of the electronic mail solicitation to direct the person not to make any other electronic mail solicitation to the recipient.
- c. Includes a statement at the beginning of the electronic mail solicitation that identifies the toll-free telephone number or return electronic mail address specified in subd. 1. b. and that notifies the recipient that the recipient may use the toll-free telephone number or return electronic mail address to direct the person not to make any other electronic mail solicitation to the recipient. A statement required under this subd. 1. c. shall be displayed in the same font size as the majority of the text in the electronic mail solicitation.
- d. If the electronic mail solicitation is sent for the purpose of encouraging a person to purchase property, goods or services that may not be purchased by or sold or provided to a minor, indicates in the subject of the electronic mail message that the electronic mail solicitation is not intended for minors.
- 2. A person may not make an electronic mail solicitation to a recipient of a prior electronic mail solicitation made by the person if the recipient uses the toll–free telephone number or return electronic mail address specified in subd. 1. b. to direct the person not to make any other electronic mail solicitation to the recipient.
- 3. A person may not make an electronic mail solicitation to an electronic mail address that an employer provides for an employe if the employer uses the toll–free

1	telephone number or return electronic mail address specified in subd. 1. b. to direct
2	the person not to make the electronic mail solicitation.

SECTION 5. 134.72 (3) (a) of the statutes is amended to read:

134.72 (3) (a) *Intrastate*. This section applies to any intrastate telephone solicitation or intrastate, facsimile or electronic mail solicitation.

History: 1977 c. 301; 1989 a 336; 1995 a. 351; 1997 a. 27.

SECTION 6. 134.72 (3) (b) of the statutes is amended to read:

134.72 (3) (b) Interstate. This section applies to any interstate telephone solicitation, or interstate, facsimile or electronic mail solicitation, received by a person in this state.

person in this state.

J as affected by 1997 Wisconsin Act 1915

SECTION 7. 767.265 (2r) of the statutes is amended to read:

Section 414.

767.265 (2r) Upon entry of each order for child support, maintenance, family support or support by a spouse and upon approval of each stipulation for child support, unless the court finds that income withholding is likely to cause the payer irreparable harm or unless s. 767.267 applies, the court, family court commissioner or county child support agency under s. 59.53 (5) shall provide notice of the assignment by regular mail or by facsimile machine, as defined in s. 134.72 (1) (a) (am), or other electronic means to the last-known address of the person from whom the payer receives or will receive money. The notice shall provide that the amount withheld may not exceed the maximum amount that is subject to garnishment under 15 USC 1673 (b) (2). If the department or its designee, whichever is appropriate, does not receive the money from the person notified, the court, family court commissioner or county child support agency under s. 59.53 (5) shall provide notice of the assignment to any other person from whom the payer receives or will receive money.

- 1 Notice under this subsection may be a notice of the court, a copy of the executed
- 2 assignment or a copy of that part of the court order directing payment.

NOTE: NOTE: Sub. (2r) is shown as repealed and recreated eff. 1-4-99 by 1997 Wis. Act 191. Prior to 1-4-99 it reads: NOTE:

(2r) Upon entry of each order for child support, maintenance, family support or support by a spouse and upon approval of each stipulation for child support, unless the court finds that indome withholding is likely to cause the payer irreparable harm or unless of 767.267 applies, the court shall provide notice of the assignment by regular mail or by facsimile machine, as defined in s. 134.72 (1) (a), or other electronic means to the last-known address of the person from whom the payer receives or will receive money. The notice shall provide that the amount withheld may not exceed the maximum amount that is subject to garnishment under 15 USC 1673 (b) (2). If the clerk of court or support collection designee, whichever is appropriate, does not receive the money from the person notified, the court shall provide notice of the assignment to any other person from whom the payer receives or will receive money. Notice under this subsection may be a notice of the court, a copy of the executed assignment or a copy of that part of the court order directing payment.

History: 1971 c 110, 1975 c. 94 s. 91 (3), 1975 c. 199, 1977 c. 105; 1979 c. 52 s. 50, 92 (4); 1979 c 196, 221, Stats 1979 s. 767.205 1981 c. 20, 186; 1983 a 27, 384, 1985 29, 1987 a 38 s 136, 1987 a 332 s. 64; 1987 a 398, 403; 1989 a 31, 56, 212, 336; 1991 a 287; 1993 a 16, 326, 389, 481; 1995 a 27 s. 9130 (4); 1995 a 279, 404; 1997 27, 191

SECTION 8. 968.01 (1) of the statutes is amended to read:

968.01 (1) "Facsimile machine" has the meaning given in s. 134.72 (1) (a) (am). 11

History: 1989 a. 336, 1995 a. 351.

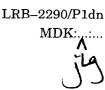
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(END)

D-note

DRAFTER'S NOTE FROM THE LEGISLATIVE REFERENCE BUREAU



Representative Foti:

Please review this bill very carefully to make sure that it achieves your intent. In particular, please note the following:

- 1. The California law on which this draft is based requires a person to use the letters, "ADV" in a subject line of an electronic mail message to indicate that it is a solicitation. This draft requires instead that a message indicate in the subject that it is a solicitation, but does not specify the use of the letters "ADV". Thus, under this draft, a sender has greater flexibility with respect to how the sender indicates that a message is a solicitation. The draft also uses a more flexible approach in indicating that certain messages are not intended for minors. Is the draft okay, or do you want to follow the more specific approach under the California law?
- 2. Like LRB-2289/1, a person who violates this bill is subject to a forfeiture of up to \$500 under which s. 134.72 (4), stats. In addition, under s. 134.95 (2), stats., a person who violates the bill is subject to a supplemental forfeiture of up to \$10,000 if the recipient of the electronic mail solicitation is an elderly or disabled person and certain other factors are present. Are these penalties okay, or do you want something different?
- 3. Please be aware that this draft raises the same issues regarding interstate commerce that are discussed in my drafter's note, LRB-2289/1dn.

If you have any questions or redraft instructions, please contact me.

Mark D. Kunkel Legislative Attorney Phone: (608) 266–0131

E-mail: Mark.Kunkel@legis.state.wi.us

DRAFTER'S NOTE FROM THE LEGISLATIVE REFERENCE BUREAU

LRB-2290/P1dn MDK:jlg:jf

March 25, 1999

Representative Foti:

Please review this bill very carefully to make sure that it achieves your intent. In particular, please note the following:

- 1. The California law on which this draft is based requires a person to use the letters, "ADV" in a subject line of an electronic mail message to indicate that it is a solicitation. This draft requires instead that a message indicate in the subject that it is a solicitation, but does not specify the use of the letters "ADV". Thus, under this draft, a sender has greater flexibility with respect to how the sender indicates that a message is a solicitation. The draft also uses a more flexible approach in indicating that certain messages are not intended for minors. Is the draft okay, or do you want to follow the more specific approach under the California law?
- 2. Like LRB-2289/1, a person who violates this bill is subject to a forfeiture of up to \$500 under s. 134.72 (4), stats. In addition, under s. 134.95 (2), stats., a person who violates the bill is subject to a supplemental forfeiture of up to \$10,000 if the recipient of the electronic mail solicitation is an elderly or disabled person and certain other factors are present. Are these penalties okay, or do you want something different?
- 3. Please be aware that this draft raises the same issues regarding interstate commerce that are discussed in my drafter's note, LRB-2289/1dn.

If you have any questions or redraft instructions, please contact me.

Mark D. Kunkel Legislative Attorney Phone: (608) 266–0131

E-mail: Mark.Kunkel@legis.state.wi.us

1999 - 2000 LEGISLATURE

LRB-2290/P1 MDK:jlg:jf

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Preliminary Draft -

DRAFT - NOT READY FOR INTRODUCTION



A

 $\stackrel{\longleftarrow}{A}$ N $\stackrel{\longleftarrow}{A}$ CT to renumber 134.72 (1) (a); to amend 134.72 (3) (a), 134.72 (3) (b),

767.265 (2r) and 968.01 (1); to repeal and recreate 134.72 (title); and to

create 134.72 (1) (ae) and 134.72 (2) (c) of the statutes; relating to: electronic

mail solicitations.

Analysis by the Legislative Reference Bureau

This is a preliminary draft. An analysis will be prepared for a subsequent prison.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

- 5 Section 1. 134.72 (title) of the statutes is repealed and recreated to read:
- 6 134.72 (title) Telephone, facsimile and electronic mail solicitations.
- 7 **Section 2.** 134.72 (1) (a) of the statutes is renumbered 134.72 (1) (am).
- 8 **SECTION 3.** 134.72 (1) (ae) of the statutes is created to read:

INSERT 3-7

134.72 (1) (ae) "Electronic mail solicitation" means an unsolicited electronic mail message that is sent for the purpose of encouraging a person to purchase property, goods or services.

Section 4. 134.72 (2) (c) of the statutes is created to read:

134.72 (2) (c) Electronic mail solicitations. 1. No person may make an electronic mail solicitation unless the person does all of the following:

a. Indicates in the subject of the electronic mail message that the message is

- b. Establishes and maintains a toll–free telephone number or return electronic mail address that allows the recipient of the electronic mail solicitation to direct the person not to make any other electronic mail solicitation to the recipient.
- c. Includes a statement at the beginning of the electronic mail solicitation that identifies the toll—free telephone number or return electronic mail address specified in subd. 1. b. and that notifies the recipient that the recipient may use the toll—free telephone number or return electronic mail address to direct the person not to make any other electronic mail solicitation to the recipient. A statement required under this subd. 1. c. shall be displayed in the same font size as the majority of the text in the electronic mail solicitation.
- d. If the electronic mail solicitation is sent for the purpose of encouraging a person to purchase property, goods or services that may not be purchased by or sold or provided to a minor, indicates in the subject of the electronic mail message that the electronic mail solicitation is not intended for minors.
- 2. A person may not make an electronic mail solicitation to a recipient of a prior electronic mail solicitation made by the person if the recipient uses the toll–free

telephone number or return electronic mail address specified in subd. 1. b. to direct the person not to make any other electronic mail solicitation to the recipient.

3. A person may not make an electronic mail solicitation to an electronic mail address that an employer provides for an employe if the employer uses the toll—free telephone number or return electronic mail address specified in subd. 1. b. to direct the person not to make the electronic mail solicitation.

SECTION 5. 134.72 (3) (a) of the statutes is amended to read:

134.72 (3) (a) *Intrastate*. This section applies to any intrastate telephone solicitation or intrastate, facsimile or electronic mail solicitation.

SECTION 6. 134.72 (3) (b) of the statutes is amended to read:

134.72 (3) (b) *Interstate*. This section applies to any interstate telephone solicitation, or interstate, facsimile or electronic mail solicitation, received by a person in this state.

SECTION 7. 767.265 (2r) of the statutes, as affected by 1997 Wisconsin Act 191, section 414, is amended to read:

767.265 (2r) Upon entry of each order for child support, maintenance, family support or support by a spouse and upon approval of each stipulation for child support, unless the court finds that income withholding is likely to cause the payer irreparable harm or unless s. 767.267 applies, the court, family court commissioner or county child support agency under s. 59.53 (5) shall provide notice of the assignment by regular mail or by facsimile machine, as defined in s. 134.72 (1) (a) (am), or other electronic means to the last—known address of the person from whom the payer receives or will receive money. The notice shall provide that the amount withheld may not exceed the maximum amount that is subject to garnishment under 15 USC 1673 (b) (2). If the department or its designee, whichever is appropriate, does

not receive the money from the person notified, the court, family court commissioner
or county child support agency under s. 59.53 (5) shall provide notice of the
assignment to any other person from whom the payer receives or will receive money
Notice under this subsection may be a notice of the court, a copy of the executed
assignment or a copy of that part of the court order directing payment.
SECTION 8. 968.01 (1) of the statutes is amended to read:
968.01 (1) "Facsimile machine" has the meaning given in s. $134.72(1)$ (a) (am)
(END)

1999–2000 DRAFTING INSERT FROM THE LEGISLATIVE REFERENCE BUREAU

1 INSERT A:

This bill imposes certain requirements on "electronic mail solicitations", which are defined as unsolicited electronic mail messages that are sent for the purpose of encouraging the purchase of property, goods or services. Under the bill, a person may not make an electronic mail solicitation unless the person includes the letters "ADV" at the beginning of the message's subject. The subject must also indicate that the electronic mail solicitation is not intended for minors if its purpose is to encourage the purchase of property, goods or services that may not be purchased by or provided to minors. In addition, an electronic mail solicitation must include a statement at the beginning of the message that identifies a toll—free telephone number or return electronic mail address that the recipient may use to direct the sender not to make any other electronic mail solicitations. An employer may also use the telephone number or address to direct a person not to make electronic mail solicitations to electronic mail addresses that the employer provides for employes. If a recipient or employer makes such a direction, the bill prohibits a person from making other electronic mail solicitations.

INSERT 2–7:

- a. Includes the letters "ADV" at the beginning of the subject of the electronic
- 4 mail message.

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Au (was)

1999 BILL



Regen

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AN ACT to renumber 134.72 (1) (a); to amend 134.72 (3) (a), 134.72 (3) (b), 767.265 (2r) and 968.01 (1); to repeal and recreate 134.72 (title); and to create 134.72 (1) (ae) and 134.72 (2) (c) of the statutes; relating to: electronic mail solicitations.

Analysis by the Legislative Reference Bureau

This bill imposes certain requirements on "electronic mail solicitations", which are defined as unsolicited electronic mail messages that are sent for the purpose of encouraging the purchase of property, goods or services. Under the bill, a person may not make an electronic mail solicitation unless the person includes the letters "ADV" at the beginning of the message's subject. The subject must also indicate that the electronic mail solicitation is not intended for minors if its purpose is to encourage the purchase of property, goods or services that may not be purchased by or provided to minors. In addition, an electronic mail solicitation must include a statement at the beginning of the message that identifies a toll—free telephone number or return electronic mail address that the recipient may use to direct the sender not to make any other electronic mail solicitations. An employer may also use the telephone number or address to direct a person not to make electronic mail solicitations to electronic mail addresses that the employer provides for employes. If a recipient or

BILL

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employer makes such a direction, the bill prohibits a person from making other electronic mail solicitations.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1 **SECTION 1.** 134.72 (title) of the statutes is repealed and recreated to read: 2 134.72 (title) Telephone, facsimile and electronic mail solicitations. 3 **Section 2.** 134.72 (1) (a) of the statutes is renumbered 134.72 (1) (am). 4 **SECTION 3.** 134.72 (1) (ae) of the statutes is created to read: 5 134.72 (1) (ae) "Electronic mail solicitation" means an unsolicited electronic 6 mail message that is sent for the purpose of encouraging a person to purchase 7 property, goods or services. 8 **SECTION 4.** 134.72 (2) (c) of the statutes is created to read: 134.72 (2) (c) Electronic mail solicitations. 1. No person may make an 9 10 electronic mail solicitation unless the person does all of the following: 11 a. Includes the letters "ADV" at the beginning of the subject of the electronic FINSEAT 2-17 12 mail message/ b. Establishes and maintains a toll-free telephone number or return electronic 13 mail address that allows the recipient of the electronic mail solicitation to direct the 14 15 person not to make any other electronic mail solicitation to the recipient. 16 c. Includes a statement at the beginning of the electronic mail solicitation that 17 identifies the toll-free telephone number or return electronic mail address specified 18 in subd. 1. b. and that notifies the recipient that the recipient may use the toll-free 19 telephone number or return electronic mail address to direct the person not to make

any other electronic mail solicitation to the recipient. A statement required under

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Ĺ	this subd. 1. c. shall be displayed in the same font size as the majority of the	text in
2	the electronic mail solicitation.	0_

- d. If the electronic mail-solicitation is sent for the purpose of encoaraging a person to purchase property, goods or services that may not be purchased by or sold or provided to a minor, indicates in the subject of the electronic mail message that the electronic mail solicitation is not intended for minors.
- 2. A person may not make an electronic mail solicitation to a recipient of a prior electronic mail solicitation made by the person if the recipient uses the toll–free telephone number or return electronic mail address specified in subd. 1. b. to direct the person not to make any other electronic mail solicitation to the recipient.
- 3. A person may not make an electronic mail solicitation to an electronic mail address that an employer provides for an employe if the employer uses the toll–free telephone number or return electronic mail address specified in subd. 1. b. to direct the person not to make the electronic mail solicitation.
 - **SECTION 5.** 134.72 (3) (a) of the statutes is amended to read:
- 134.72 (3) (a) *Intrastate*. This section applies to any intrastate telephone solicitation or intrastate, facsimile or electronic mail solicitation.
- **SECTION 6.** 134.72 (3) (b) of the statutes is amended to read:
 - 134.72 (3) (b) *Interstate*. This section applies to any interstate telephone solicitation, or interstate, facsimile or electronic mail solicitation, received by a person in this state.
- SECTION 7. 767.265 (2r) of the statutes, as affected by 1997 Wisconsin Act 191, section 414, is amended to read:
 - 767.265 (2r) Upon entry of each order for child support, maintenance, family support or support by a spouse and upon approval of each stipulation for child

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support, unless the court finds that income withholding is likely to cause the payer
irreparable harm or unless s. 767.267 applies, the court, family court commissioner
or county child support agency under s. 59.53 (5) shall provide notice of the
assignment by regular mail or by facsimile machine, as defined in s. 134.72 (1) (a)
(am), or other electronic means to the last-known address of the person from whom
the payer receives or will receive money. The notice shall provide that the amount
withheld may not exceed the maximum amount that is subject to garnishment under
$15\mathrm{USC}1673\mathrm{(b)}\mathrm{(2)}.$ If the department or its designee, whichever is appropriate, does
not receive the money from the person notified, the court, family court commissioner
or county child support agency under s. 59.53 (5) shall provide notice of the
assignment to any other person from whom the payer receives or will receive money.
Notice under this subsection may be a notice of the court, a copy of the executed
assignment or a copy of that part of the court order directing payment.

SECTION 8. 968.01 (1) of the statutes is amended to read:

968.01 (1) "Facsimile machine" has the meaning given in s. 134.72 (1) (a) (am).

16 (END)

SUBMITTAL FORM

LEGISLATIVE REFERENCE BUREAU Legal Section Telephone: 266-3561 5th Floor, 100 N. Hamilton Street

The attached draft is submitted for your inspection. Please check each part carefully, proofread each word, and sign on the appropriate line(s) below.

Date: 4/12/99 **To:** Representative Foti Relating to LRB drafting number: LRB-2290 Topic Electronic email advertisements; warnings to minors Subject(s) Trade Regulation 1. **JACKET** the draft for introduction in the **Senate** ____ or the **Assembly** ___ (check only one). Only the requester under whose name the drafting request is entered in the LRB's drafting records may authorize the draft to be submitted. Please allow one day for the preparation of the required copies. 2. **REDRAFT.** See the changes indicated or attached _____ A revised draft will be submitted for your approval with changes incorporated. 3. Obtain FISCAL ESTIMATE NOW, prior to introduction _____ If the analysis indicates that a fiscal estimate is required because the proposal makes an appropriation or increases or decreases existing appropriations or state or general local government fiscal liability or revenues, you have the option to request the fiscal estimate prior to introduction. If you choose to introduce the proposal without the fiscal estimate, the fiscal estimate will be requested automatically upon introduction. It takes about 10 days to obtain a fiscal estimate. Requesting the fiscal estimate prior to introduction retains your flexibility for possible redrafting of the proposal. If you have any questions regarding the above procedures, please call 266-3561. If you have any questions

relating to the attached draft, please feel free to call me.

Mark D. Kunkel, Legislative Attorney Telephone: (608) 266-0131